

Marcolin takes on Max Mara eyewear and sunglasses in five-year deal

Marcolin Group has announced it has signed a licensing agreement for the design, production and worldwide distribution of Max Mara sunglasses and eyewear.

The five-year agreement begins on 1 November and follows agreements for Sportmax and Max&Co in 2019.

Synonymous with style and quality, Max Mara is the expression of the constant search for perfection and balance between material elements, form and colour, said Marcolin Group in a statement.

The first eyewear collection created by Marcolin Group is due to be unveiled and worn at the Max Mara fashion show in Milan on 24 September.



Marcolin Group has struck a five-year deal with Max Mara to design, produce and distribute the brands eyewear.

FIRST COLLECTION IN SIGHT

The group said: Geometric shapes, a harmonious dialogue between materials, and chromatic combinations of soft nuances distinguish the brands frames.

Matteo Blandi, Marketing Director, Marcolin Group added: The entry of the Max Mara brand in the Marcolin Group portfolio enriches our product offering addressed to the womenswear market.

Max Mara is an Italian luxury brand synonymous of excellence internationally recognised. We are proud to contribute to further advance and strengthen the brands positioning and image for the eyewear category.